
WISN-TV (Milwaukee, WI)

ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Cand	idate/Issue	OB	AMA /	D/A	RESIDENT	
candi	t Dates (if one folder is used per date, a separate checklist must be leted for each flight)	10/	25/12	- 10/	31/12	
						<u>Initials</u>
freeh	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-1	7)		Date:		
2.	Original contract showing requested time (when available)			Date:	10/23/12	æ
3.	Updated contracts as order changes.			Date:	10/29/12	Se
L.,	Invoice of schedule as actually broadcast including amount of rebates given (exact date, time, class of time and amount for each rebate), if any	st, ct		Date:	iofsific	£
			Checkl	ist Com	pleted:	
		Ву:				
		Date:	_		2	
	•					

CONTRACT



And:

Greer Margolis Mitchell Burns 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

	·				
	Contract / Re	vision		Alt Order	¥
	966872	1		06389636	
Product				<u> </u>	
OBAMA 4 AMER *SKED A	١				
Contract Dates	Estimate #				
10/25/12 - 10/31/12	2058				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
Obama/D/President				0/23/12	/ 10/23/12
	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broado	ast		Cash
	Station	Accour	nt E	xecutive	Sales Office
	WISN	Will Hil	ldeb	randt	HRP -Washingto
	Special Hand	ling		V	
	Demographic				
	Women 25-64	ļ			i
	IDB#	Adverti	ser	Code	Product Code
	9912856				
	Agency Ref			Advertiser	Ref
			i		

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/29/12 10/29/12 Dancing Prime Other •3n NM \$6,000,00 Preemptible with Notice Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 1-----\$6,000.00 WISN 10/29/12 10/29/12 Mon 9-10p :30 NM \$3,500.00 Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 1----1 \$3,500.00 WISN 10/30/12 10/30/12 DanceResults Tue 7-8p :30 NM 1 \$6,000.00 Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 -1----\$6,000.00 WISN 10/30/12 10/30/12 Private Tue 9-10p :30 NM \$4,000.00 Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1----\$4,000.00 WISN 10/31/12 Middle/Neighbor 10/31/12 Wed 7-8p :30 NM 1 \$4,000.00 Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 --1---\$4,000.00 WISN 10/31/12 10/31/12 Modern/Suburg Wed 8-9p :30 NM \$8,500.00 Preemptible with Notice Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 --1---1 \$8,500.00 WISN 10/31/12 10/31/12 Nashville Wed 9-10p :30 NM 1 \$4,500.00 Preemptible with Notice Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 --1---\$4,500.00 WISN 10/25/12 10/25/12 LastResort Thu 7-8p :30 NM 1 \$2,225.00 Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revision	Alt Order #	7
	966872 /	06389636	
Contract Dates	Product	Estimate #	_ آ
10/25/12 - 10/31/12	OBAMA 4 AMER *SK	ED 2058	1

Advertiser Original Date / Revision Obama/D/President 10/23/12 / 10/23/12

*Line C	h Start Date Er	nd Date Descript	ion	Start/End Time	Days	Spots/ Length Week	Rate	Type	Snots	Amount
1	tart Date End D	ate Weekdays	Spots/Week 1	<u>Rate</u> \$2,225.00				, je	0,000	7 WIFOGIN
N 9 WI	SN 10/25/12 10	/25/12 Greys		Thu 8-9p		:30		NM	1	\$7,500.00
	emptible with Noti tart Date End D 0/22/12 10/28/	ce ate <u>Weekdays</u>	Spots/Week 1	Rate \$7,500.00		,00		14(4)	·	Ψ7,300.00
N 10 WI	SN 10/25/12 10	/25/12 Scandal		Thu 9-10p		:30		NM	1	\$4,500.00
	emptible with Noti tart Date End D 0/22/12 10/28/	ate Weekdays	Spots/Week 1	<u>Rate</u> \$4,500.00					·	ψ 1,000.00
N 11 WIS	SN 10/26/12 10	/26/12 2020		Fri 9-10p		:30		NM	1	\$2,500.00
_	emptible with Noti tart Date End D 0/22/12 10/28/	ate Weekdays	Spots/Week 1	<u>Rate</u> \$2,500.00						. = 1 = 3 = 3
	SN 10/28/12 10			Sun 6-7p		:30		NM	1	\$2,500.00
<u>S</u> Week: 10		ate Weekdays	Spots/Week 1	<u>Rate</u> \$2,500.00						
		/28/12 Once		Sun 7-8p		:30		NM	1	\$4,000.00
	emptible with Notic tart Date End D 0/22/12 10/28/	ate Weekdays	Spots/Week 1	<u>Rate</u> \$4,000.00						
		/28/12 ParkAve		Sun 9-10p		:30		NM	1	\$2,800.00
	emptible with Notice tart Date End Date 0/22/12 10/28/	ate Weekdays	Spots/Week 1	<u>Rate</u> \$2,800.00						
		/28/12 Late News	3 10PM	10-1030p		:30		NM	3	\$5,400.00
<u>St</u> Week: 10		ate Weekdays 12TFSS	Spots/Week 3	<u>Rate</u> \$1,800.00						
		28/12 Late News	10pm	10p-1030p		:30		NM	1	\$1,600.00
St Week: 10		ate <u>Weekdays</u> 21	Spots/Week 1	<u>Rate</u> \$1,600.00						
		26/12 Jimmy Kin	nmel	1130-1230a / 11P-		:30		NM	1	\$25.00
St Week: 10		ite <u>Weekdays</u> 2TF	Spots/Week 1	<u>Rate</u> \$25.00						
	SN 10/25/12 10/			1230a-1a		:30		NM	1	\$25.00
St Week: 10		te Weekdays 2TF	Spots/Week 1	<u>Rate</u> \$25.00						
			TE HUDDLE	INSIDE HUD 1035		:30		NM	1	\$125.00
<u>St</u> Week: 10		te <u>Weekdays</u> 2 1-	Spots/Week 1	<u>Rate</u> \$125.00						
	SN 10/27/12 10/ nediately Preemptil		ent Tonite Week	erET Weekend		:30		NM	1	\$20.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 966872 06389636 Contract Dates Product Estimate # 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058

<u>Advertiser</u> Original Date / Revision 10/23/12 / 10/23/12 Obama/D/President

*l inc	a Ch Start	Data End D	ate Description		0	_	Spots/				
Litte	Start Date	End Date	Weekdays		Start/End Time	Days	Length Week	Rate	Туре	Spots	Amount
Wee	ek: 10/22/12	10/28/12	1-	Spots/Week 1	<u>Rate</u> \$20.00						···
N 21	WISN 10/28	/12 10/28/1	2 Upfront		11-1130p		:30	****	NM	1	\$125.00
	Immediately Start Date	Preemptible v End Date	vithout Notice Weekdays	Spots/Week	Rate				1111	'	Φ125.00
Wee	ek: 10/22/12	10/28/12	1	1	\$125.00				ı		
N 22	WISN 10/27		2 BADGER	/. MICHIGAN	230p-6p		:30		NM	1	\$10,000.00
Wee	Preemptible v Start Date ek: 10/22/12	End Date 10/28/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$10,000.00						
N 23	WISN 10/27/		2 News Sa B	ADGER	6-630pm		:30		NM	1	\$1,500.00
	Preemptible v Start Date ek: 10/22/12	End Date 10/28/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$1,500.00					•	41,000.00
N 24	WISN 10/27/			ORTS SAT BAD	Gl630-7p, 6-630p		:30		NM	1	\$800.00
	Immediately F Start Date k: 10/22/12	End Date 10/28/12	Weekdays 1-	Spots/Week 1	<u>Rate</u> \$800.00						, , , , , , , , , , , , , , , , , , ,
N 25			2 ABC Prime	College Footbal	7-1030p		:30		NM	1	\$1,500.00
Wee	Preemptible w Start Date k: 10/22/12	vith Notice End Date 10/28/12	Weekdays	Spots/Week 1	<u>Rate</u> \$1,500.00					ŕ	41,000.00
	WISN 10/29/		2 News M-F	5a	5-6A		:30		NM	3	\$900.00
	Preemptible w Start Date k: 10/29/12	ith Notice End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$300.00					Ü	φ900.00
N 27	WISN 10/29/	12 10/31/12	News M-F	Sa	6-7A		:30	·	NM	3	\$2,250.00
	Preemptible w Start Date k: 10/29/12	vith Notice End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$750.00					Ţ	V2,200.00
N 28	WISN 10/29/	12 10/31/12	Good Morni	ng America	7-9a		:30		NIM		05 100 00
	Preemptible w Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate		.50		NM	6	\$5,100.00
	k: 10/29/12	11/04/12	MTW	6	\$850.00						
	WISN 10/29/1 Preemptible w		News M-F 4	30a	430-5a		:30		NM	2	\$80.00
	Start Date K: 10/29/12	End Date 11/04/12	Weekdays MTW	Spots/Week 2	<u>Rate</u> \$40.00						
	WISN 10/29/1		LIVE WITH	KELLY & MICHA	\9-10am		:30		NM	3	\$1,050.00
	Preemptible wind Start Date c: 10/29/12	End Date	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$350.00					•	¥1,000.00
N 31	WISN 10/29/1	2 10/31/12	The View		10-11am	·	:30		NM	3	PO 400 00
İ	Preemptible wi		142) (.00		MIN	J	\$2,100.00
	:: 10/29/12	11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$700.00						
	WISN 10/29/1 Preemptible wi		ANDERSON	COOPER	M-F 11A-12P		:30		NM	3	\$600.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will execut a station.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 966872 06389636 Product Contract Dates Estimate # 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058

<u>Advertiser</u> Original Date / Revision 10/23/12 / 10/23/12 Obama/D/President

thing Ob Otat Data Ford Data December		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spo	ts	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12MTW3	<u>Rate</u> \$200.00				
N 33 WISN 10/29/12 10/31/12 THE CHEW	12P-1P	:30	NM	3	\$900.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week	Dete		i		
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$300.00				
N 34 WISN 10/29/12 10/31/12 General Hospital	1-2p	:30	NM	3	\$900.00
Preemptible with Notice	.				
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12MTW3	<u>Rate</u> \$300.00				
N 35 WISN 10/29/12 10/31/12 KATIE COURIC	M-F 2-3P	:30	NM	3	\$900.00
Preemptible with Notice					
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$300.00				
N 36 WISN 10/29/12 10/31/12 3-4p	3-4p	:30	NM	3	\$1,500.00
Preemptible with Notice				-	47,000,00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$500,00				
N 37 WISN 10/29/12 10/31/12 DR. OZ	4P-5P	:30	NM	3	\$1,500.00
Preemptible with Notice				•	Ψ1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$500.00				
N 38 WISN 10/29/12 10/31/12 News M-F 5p	5-530pm	:30	NM	3	\$2,400.00
Preemptible with Notice	•			•	Ψ2,400.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$800.00				
N 39 WISN 10/29/12 10/31/12 News M-F 6p	6-630pm	:30	NM	3	\$3,600.00
Preemptible with Notice	·			Ĭ	Ψ0,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$1,200.00				
N 40 WISN 10/29/12 10/31/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$2,800.00
Preemptible with Notice				_	42,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$1,400.00				
N 41 WISN 10/29/12 10/31/12 Late News 10PM	10-1030p	:30	NM	2	\$3,600.00
Preemptible with Notice	•			_	40 1000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$1,800.00				
N 42 WISN 10/29/12 10/31/12 Late News 1030PM	1030p-11p	:30	NM	2	\$2,000.00
Preemptible with Notice		1.5		-	42,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$1,000.00				
N 43 WISN 10/29/12 10/31/12 Nightline	11p-1130p / 12-123	: :30	NM	2	\$1,200.00
Preemptible with Notice		• •			Ψ1,E00.00
Start Date	<u>Rate</u> \$600.00				
N 44 WISN 10/29/12 10/31/12 Jimmy Kimmel	1130-1230a / 11P-	:30	NM	2	\$50.00
Immediately Preemptible without Notice				-	υυ,υυψ

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, initial and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



	966872 /	Alt Order # 06389636
Contract Dates 10/25/12 - 10/31/12	Product OBAMA 4 AMER *SI	Estimate # <ed 2058<="" th=""></ed>
Advertiser Obama/D/President	0	riginal Date / Revision 10/23/12 / 10/23/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Types	Snots	Amount
Start Date End Date Weekdays SpotsA Week: 10/29/12 11/04/12 MTW 2	<u>Veek</u> <u>Rate</u> \$25.00		Ī	- P - 1.0	Antount
N 45 WISN 10/29/12 10/31/12 ET M-F Immediately Preemptible without Notice	1230a-1a	:30	NM	2	\$50.00
Start Date End Date Weekdays Spots/v Week: 10/29/12 11/04/12 MTW 2	Veek <u>Rate</u> \$25.00				
		Totals		83	\$117,125.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	20	\$47,145.00	\$40,073.25		
10/29/12 -10/31/12	63	\$69,980.00	\$59,483.00		
Totals	83	\$117,125.00	\$99,556.25		

Signature:	Date:	
------------	-------	--

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The pair, but not an, or a scheduled broadcast is writted, a later producest shall be made at a reasonable substitute date and time, and Agency shall contain foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available discretion, it deems to be or greater public interest or significance. Station may also recepture time previously sold when necessary to comply with its congestions to make available access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. **CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. **GENERAL**

Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on the sort of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Greer Margolis Mitchell Burns 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

				_	
	Contract / Re	vision		Alt Order	#
	966872	/ 1		06389636	
Product					
OBAMA 4 AMER *SKED A					
Contract Dates	Estimate #				
10/25/12 - 10/31/12	2058				
<u>Advertiser</u>			Ori	ginal Date	/ Revision
Obama/D/President			ľ	0/26/12	/ 10/26/12
	Billing Cycle	Billing	Cale	endar	Cash/Trade
	EOM/EOC	Broado			Cash
i	<u>Station</u>	Accour	ıt Ex	recutive	Sales Office
	WISN	Will Hil	deb	randt	HRP -Washingt
	Special Hand	ling			
į	<u>Demographic</u>				
	Women 25-64	1			
1	IDB# 9912856	Adverti	ser (<u>Code</u>	Product Code
-	Agency Ref		1	Advertiser	Ref

*Line Ch Start Date End Date Description 1 WISN 10/29/12 10/29/12 Dancing	Start/End Time	Spots/ Days Length Week Rate	Туре	Spots	Amount
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Prime Other <u>Rate</u> \$6,000.00	:30	NM	1	\$6,000.00
2 WISN 10/29/12 10/29/12 Castle Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	Mon 9-10p <u>Rate</u> \$3,500.00	:30	NM	1	\$3,500.00
3 WISN 10/30/12 10/30/12 DanceResults Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Tue 7-8p Rate \$6,000.00	:30	NM	1	\$6,000.00
4 WISN 10/30/12 10/30/12 Private Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	Tue 9-10p <u>Rate</u> \$4,000.00	:30	NM	1	\$4,000.00
5 WISN 10/31/12 10/31/12 Middle/Neighbor Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	Wed 7-8p Rate \$4,000,00	:30	NM	1	\$4,000.00
6 WISN 10/31/12 10/31/12 Modern/Suburg Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	Wed 8-9p Rate \$8,500.00	:30	NM	1	\$8,500.00
7 WISN 10/31/12 10/31/12 Nashville Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	Wed 9-10p Rate \$4,500.00	:30	NM	1	\$4,500.00
8 WISN 10/25/12 10/25/12 LastResort Preemptible with Notice Start Date End Date Weekdays Spots/Week	Thu 7-8p Rate	:30	NM	1	\$2,225.00

CONTRACT

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

10/26/12 / 10/26/12



	Contract / Revision Alt Order # 966872 / 1 06389636
<u>Contract Dates</u> 10/25/12 - 10/31/12	Product Estimate # OBAMA 4 AMER *SKED 2058
Advertiser	Original Date / Revision

					572071	<u> </u>	0/20/12
Line Ch Start Date End Date Description Start Date End Date Weekdays Spots/Week	Start/End Time	Days	Spots/ Length Week	Rate	Туре	Spots	Amoun
vveex: 10/22/12 10/28/121 1	\$2,225.00						
9 WISN 10/25/12 10/25/12 Greys	Thu 8-9p		:30				
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	·		.50		NM.	1	\$7,500.0
10 WISN 10/25/12 10/25/12 Scandal	Thu 9-10p						
Preemptible with Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u>			:30		NM	1	\$4,500.0
4	\$4,500.00				İ		
11 WISN 10/26/12 10/26/12 2020 Preemptible with Notice	Fri 9-10p		:30		NM	1	\$2,500.00
Start Date End Date Weekdays Spots/Week Meek: 10/22/12 10/28/12 1 1	<u>Rate</u> \$2,500.00						
12 WISN 10/28/12 10/28/12 AFHV	Sun 6-7p		:30		NM	4	
Preemptible with Notice Start Date End Date Weekdays Spots/Week Neek: 10/22/12 10/28/121 1	Rate \$2,500.00		.00		14101	1	\$2,500.00
13 WISN 10/28/12 10/28/12 Once	Sun 7-8p						
Preemptible with Notice Start Date End Date Weekdays Spots/Week Veek: 10/22/12 10/28/12 1 1	Rate \$4,000.00		:30		NM	1	\$4,000.00
14 WISN 10/28/12 10/28/12 ParkAve							
Preemptible with Notice Start Date End Date Weekdays Spots Most	Sun 9-10p Rate		:30		NM	1	\$2,800.00
Veek: 10/22/12 10/28/121 1	\$2,800.00						
15 WISN 10/25/12 10/28/12 Late News 10PM	10-1030p						
Preemptible with Notice	10-1000р		:30		NM	3	\$5,400.00
Start Date End Date Weekdays Spots/Week Veek: 10/22/12 10/28/12 TFSS 3	<u>Rate</u> \$1,800.00						
16 WISN 10/28/12 10/28/12 Late News 10pm	10p-1030p	· · ·	:30	···· ··· ··· ···	h (n e)		
Preemptible with Notice Start Date End Date Weekdays Spots/Week Jeek: 10/22/12 10/28/121 1	<u>Rate</u> \$1,600.00		.00		NM	1	\$1,600.00
17 WISN 10/25/12 10/26/12 Jimmy Kimmel	1130-1230a / 11P-						
Preemptible with Notice	1100-120027 119-		:30		NM	1	\$25.00
Start Date /eek: 10/22/12 End Date 10/28/12 WeekdaysTF Spots/Week	<u>Rate</u> \$25.00						
18 WISN 10/25/12 10/26/12 ET M-F	1230a-1a		:30	·			
Preemptible with Notice Start Date End Date Weekdays Spots/Week 'eek: 10/22/12 10/28/12TF 1	<u>Rate</u> \$25.00		.50		NM	1	\$25.00
9 WISN 10/27/12 10/27/12 INSIDE THE HUDDLE	·						
Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week	INSIDE HUD 1035		:30		MM	1	\$125.00
10/20/12	\$125.00						
20 WISN 10/27/12 10/27/12 Entertainment Tonite Weeke Immediately Preemptible without Notice	rET Weekend		:30		NM	1	\$20.00

Obama/D/President

^{(*} Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the horizontal and the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the horizontal and the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the horizontal and the sale of advertising time.

10/26/12

/ 10/26/12



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 966872 / 1	Alt Order # 06389636
Contract Dates 10/25/12 - 10/31/12	Product OBAMA 4 AMER *SKE	Estimate # ED 2058
Advertiser	<u>Ori</u>	ginal Date / Revision

		The Diff Testaerit	10/20/1		0/26/12
Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week R	ate Type:	Snote	A-ma
Start Date Week: 10/22/12 End Date Weekdays Spots/Week			a.o rype.	Shore	Amount
21 WISN 10/28/12 10/28/12 Upfront	\$20.00				
Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week	11-1130p <u>Ra</u> te	:30	NM	1	\$125.00
	\$125.00				
22 WISN 10/27/12 10/27/12 BADGER v. MICHIGAN Preemptible with Notice	230p-6p	:30	NM	1	\$10,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$10,000.00				, , , , , , , , , , , , , , , , , , , ,
23 WISN 10/27/12 10/27/12 News Sa BADGER	6-630pm	:30	NM		A 4
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	Rate \$1,500.00	.00	INIV	1	\$1,500.00
24 WISN 10/27/12 10/27/12 BIG 12 SPORTS SAT BAD		:30			
Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	Rate \$800.00	.50	NM	1	\$800.00
25 WISN 10/27/12 10/27/12 ABC Prime College Footbal	7-1030n	.00			
Preemptible with Notice Start Date End Date Weekdays Spots/Week	Rate	:30	NM	1	\$1,500.00
vveek: 10/22/12 10/28/121- 1	\$1,500.00		j		
26 WISN 10/29/12 10/31/12 News M-F 5a Preemptible with Notice	5-6A	:30	NM	3	\$900.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$300.00			-	4440.00
27 WISN 10/29/12 10/31/12 News M-F 6a	6-7A	:30	NM	^	***
Preemptible with Notice Start Date End Date Weekdays Spots/Week Veek: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$750.00		14141	3	\$2,250.00
28 WISN 10/29/12 10/31/12 Good Morning America	7-9a	:30			
Preemptible with Notice		.50	NM	6	\$5,100.00
Veek: 10/29/12 11/04/12 MTW 6	<u>Rate</u> \$850.00				
29 WISN 10/29/12 10/31/12 News M-F 430a Preemptible with Notice	430-5a	:30	NM	2	\$80.00
Start Date End Date Weekdays Spots/Week Veek: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$40.00				
30 WISN 10/29/12 10/31/12 LIVE WITH KELLY & MICHA	\ 9-10am	:30	NM	3	£1 050 00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Veek: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$350.00		1 4145	J	\$1,050.00
31 WISN 10/29/12 10/31/12 The View	10-11am	:30			
Preemptible with Notice Start Date End Date Weekdays Spots/Week Veek: 10/29/12 11/04/12 MTW 3	Rate \$700.00	.su	NM	3	\$2,100.00
32 M/ISM 10/20/42 40/24/40 ANDEROSALES	M-F 11A-12P	:30	NM	3	\$600,00

Obama/D/President

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and service, between severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

specified,
Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 966872 7 1 06389636 **Contract Dates** Product Estimate # OBAMA 4 AMER *SKED 2058 10/25/12 - 10/31/12 <u>Advertiser</u> Original Date / Revision

	Oba	ma/D/President	1	2 / 10	
*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate			
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3		Days Length Week Rate	гуре	Spots	Amount
33 WISN 10/29/12 10/31/12 THE CHEW	12P-1P	:30	- NINA	_	
Preemptible with Notice Start Date End Date Weekdays Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$300.00	.50	NM	3	\$900.00
34 WISN 10/29/12 10/31/12 General Hospital	1-2p	:30	NM	3	£000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$300.00		1 4141	J	\$900.00
35 WISN 10/29/12 10/31/12 KATIE COURIC	M-F 2-3P	:30	NM	3	\$900.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$300.00				\$500.00
36 WISN 10/29/12 10/31/12 3-4p	3-4p	:30	NM	3	\$1,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$500.00				V 1,000.00
37 WISN 10/29/12 10/31/12 DR. OZ	4P-5P	:30	NM	3	\$1,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$500.00			ŭ	\$1,000.00
38 WISN 10/29/12 10/31/12 News M-F 5p	5-530pm	:30	NM	3	\$2,400.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$800.00			Ū	\$2, 40 0.00
39 WISN 10/29/12 10/31/12 News M-F 6p	6-630pm	:30	NM	3	\$3,600.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$1,200.00			J	33,000.00
40 WISN 10/29/12 10/31/12 Entertainment Tonight	630p-7pm	:30	NM	2	\$2,800.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$1,400.00			2	Ψ2,000.00
41 WISN 10/29/12 10/31/12 Late News 10PM	10-1030p	:30	NM	2	\$3,600.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$1,800.00			-	40,000.00
42 WISN 10/29/12 10/31/12 Late News 1030PM	1030p-11p	:30	NM	2	\$2,000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$1,000.00			-	\$2,500.00
43 WISN 10/29/12 10/31/12 Nightline	11p-1130p / 12-125	:30	NM	2	\$1,200.00
Preemptible with Notice Start Date End Date Weekdays Week: 10/29/12 11/04/12 MTW 2 Spots/Week	<u>Rate</u> \$600.00			-	Ψ1,200.00
44 WISN 10/29/12 10/31/12 Jimmy Kimmel Immediately Preemptible without Notice	1130-1230a / 11P-	:30	NM	2	\$50.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order # 966872 06389636 / 1 Contract Dates Product Estimate # 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058 Advertiser Original Date / Revision Obama/D/President 10/26/12 / 10/26/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tyne	Spots	Amount
Start Date Week: 10/29/12End Date 11/04/12Weekdays MTWSpots/Week2	<u>Rate</u> \$25.00		.,,,,	Ороко	Amount
45 WISN 10/29/12 10/31/12 ET M-F Immediately Preemptible without Notice	1230a-1a	:30	NM	2	\$50.00
Start Date Week: 10/29/12End Date 11/04/12Weekdays MTWSpots/Week2	<u>Rate</u> \$25.00				
46 WISN 10/30/12 10/31/12 DWTS Results Show Class of Time - Pre-emptible with notice	Tue 7-8p	:30	NM	1	\$6,000.00
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	<u>Rate</u> \$6,000.00				
		Totals		84	\$123,125.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	20	\$47,145.00	\$40,073.25
10/29/12 -10/31/12	64	\$75,980.00	\$64,583.00
Totals	84	\$123,125.00	\$104,656.25

Signature:	Date:	
	_	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally lable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Paragraph 7. Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and

OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable to the omitted broadcast shall be waived; (ii) if a material foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory 6.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any

CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station shall exercise normal precautions in handling of property and mail, but connection with broadcasts hereunder. The Station will not acconnection with broadcasts except after its prior approval.	t assumes no liability for loss or damage to program or commercial ccept or process mail, correspondence, or telephone calls in
and stocked to except after its pilot approval.	process man, correspondence, or telephone calls in

on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment tunless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, in which was been become payable by Advertiser or Agency, or that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Product Code



And:

Greer Margolis Mitchell Burns 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

Contract / Revision Alt Order # 966872 06389636 Product OBAMA 4 AMER *SKED A Contract Dates Estimate # 10/25/12 - 10/31/12 2058 <u>Advertiser</u> Original Date / Revision Obama/D/President 10/24/12 / 10/24/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling Demographic Women 25-64

Advertiser Code

Advertiser Ref

IDB#

9912856 Agency Ref

tion Ob Out Date E and Date E	_	Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
1 WISN 10/29/12 10/29/12 Dancing	Prime Other	:30	NM 1	\$6,000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$6,000.00			
2 WISN 10/29/12 10/29/12 Castle	Mon 9-10p	:30	NM 1	\$3,500.00
Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$3,500.00			00,000.00
3 WISN 10/30/12 10/30/12 DanceResults	Tue 7-8p	:30	NM 1	\$6,000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$6,000.00			**,000.00
4 WISN 10/30/12 10/30/12 Private	Tue 9-10p	:30	NM 1	\$4,000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -1 1	<u>Rate</u> \$4,000.00			7 /1000.00
5 WISN 10/31/12 10/31/12 Middle/Neighbor	Wed 7-8p	:30	NM 1	\$4,000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	<u>Rate</u> \$4,000.00			V 1,000.00
6 WISN 10/31/12 10/31/12 Modern/Suburg	Wed 8-9p	:30	NM 1	\$8,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 1 1	<u>Rate</u> \$8,500.00			7-1000.00
7 WISN 10/31/12 10/31/12 Nashville	Wed 9-10p	:30	NM 1	\$4,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/121 1	<u>Rate</u> \$4,500.00		,	÷ 1,000.00
8 WISN 10/25/12 10/25/12 LastResort	Thu 7-8p	:30	NM 1	\$2,225.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week	<u>Rate</u>			,

CONTRACT

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 966872 06389636 Contract Dates Product Estimate # 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058 Advertiser Original Date / Revision 10/24/12 / 10/24/12

	Oballi	a/D/President	10/24/1	- <i>j</i> N	0124112
		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week	Rate Type:	3pots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$2,225.00				
9 WISN 10/25/12 10/25/12 Greys	Thu 8-9p	:30	NM	1	\$7,500.00
Preemptible with Notice Start Date	Poto			•	47,000.00
Week: 10/22/12 10/28/121 1	<u>Rate</u> \$7,500.00				
10 WISN 10/25/12 10/25/12 Scandal	Thu 9-10p	:30	NM	1	\$4,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$4,500.00				
11 WISN 10/26/12 10/26/12 2020	Fri 9-10p	:30	NM	1	\$2,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$2,500.00				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
12 WISN 10/28/12 10/28/12 AFHV	Sun 6-7p	:30	NM	1	\$2,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$2,500.00				·
13 WISN 10/28/12 10/28/12 Once	Sun 7-8p	:30	NM	1	\$4,000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$4,000.00				, , , , , , , , , , , , , , , , , , , ,
14 WISN 10/28/12 10/28/12 ParkAve	Sun 9-10p	:30	NM	1	\$2,800.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$2,800.00		:		·
15 WISN 10/25/12 10/28/12 Late News 10PM	10-1030p	:30	NM	3	\$5,400.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12TFSS 3	<u>Rate</u> \$1,800.00				
16 WISN 10/28/12 10/28/12 Late News 10pm	10p-1030p	:30	NM	1	\$1,600.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121 1	<u>Rate</u> \$1,600.00				
17 WISN 10/25/12 10/26/12 Jimmy Kimmel	1130-1230a / 11P-	:30	NM	1	\$25.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12TF 1	<u>Rate</u> \$25.00				
18 WISN 10/25/12 10/26/12 ET M-F	1230a-1a	:30	NM	1	\$25.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12TF 1	<u>Rate</u> \$25.00				
19 WISN 10/27/12 10/27/12 INSIDE THE HUDDLE	INSIDE HUD 1035 _]	:30	NM	1	\$125.00
Immediately Preemptible without Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$125.00				
20 WISN 10/27/12 10/27/12 Entertainment Tonite Week	erET Weekend	:30	NM	1	\$20.00
Immediately Preemptible without Notice					

Obama/D/President

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Contract / Revision Alt Order# 966872 06389636

Contract Dates Product Estimate # 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058

Advertiser Original Date / Revision Obama/D/President 10/24/12 / 10/24/12

41' 01 01 15 15 15 15 15 15		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$20.00	•		
21 WISN 10/28/12 10/28/12 Upfront	11-1130p	:30	NM 1	\$125.00
Immediately Preemptible without Notice	,		,	Ψ.20.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$125.00			
22 WISN 10/27/12 10/27/12 BADGER v. MICHIGAN	230p-6p	:30	1	\$10,000,00
Preemptible with Notice	2007 07	.50	14141	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$10,000.00			
23 WISN 10/27/12 10/27/12 News Sa BADGER	6-630pm	:30	NM 1	04 500 00
Preemptible with Notice	о-осории	.50	NM 1	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$1,500.00			
24 WISN 10/27/12 10/27/12 BIG 12 SPORTS SAT BAD	Gi630-7p, 6-630p	:30	NM 1	\$800.00
Immediately Preemptible without Notice				4550.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$800.00			
25 WISN 10/27/12 10/27/12 ABC Prime College Footba		:30	NM 1	\$1,500.00
Preemptible with Notice	·	144		\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 1- 1	<u>Rate</u> \$1,500.00			
26 WISN 10/29/12 10/31/12 News M-F 5a	5-6A	:30	NM 3	\$900.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week	Data			
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12MTW3	<u>Rate</u> \$300.00			
27 WISN 10/29/12 10/31/12 News M-F 6a	6-7A	:30	NM 3	\$2,250.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week	D.,			
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$750.00			
28 WISN 10/29/12 10/31/12 Good Morning America	7-9a	:30	NM 6	\$5,100.00
Preemptible with Notice	_			,
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 6	<u>Rate</u> \$850.00			
29 WISN 10/29/12 10/31/12 News M-F 430a	430-5a	:30	NM 2	\$80.00
Preemptible with Notice	_			7.000
Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$40.00			
30 WISN 10/29/12 10/31/12 LIVE WITH KELLY & MICH		:30	NM 3	\$1,050.00
Preemptible with Notice				+ .,400.00
Week: 10/29/12 End Date Weekdays Spots/Week MTW 3	<u>Rate</u> \$350.00			
31 WISN 10/29/12 10/31/12 The View	10- 1 1am	:30	NM 3	\$2,100.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week	D-4-			
Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$700.00			
32 WISN 10/29/12 10/31/12 ANDERSON COOPER	M-F 11A-12P	:30	NM 3	\$600.00
Preemptible with Notice				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision	Alt Order #	
	966872 /	06389636	
Dates	Product	Estimate #	

Contract 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058

Advertiser Original Date / Revision 10/24/12 Obama/D/President / 10/24/12

Preemptible with Notice	*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
Preemptible with Notice					
Preemptible with Notice Spots/Week Spo	33 WISN 10/29/12 10/31/12 THE CHEW	12P-1P	:30	NM 3	\$900.00
34 WISN 10/29/12 10/31/12 General Hospital 1-2p 30 NM 3 \$900.	Start Date End Date Weekdays Spots/We				750.05
Preemptible with Notice Start Date Meck 10/29/12 10/31/12 KATIE COURIC M-F 2-3P .30			-20	NIM A	0000
Start Date Meek Color ·	(-2p	.30	INIVI 3	\$900.00	
Preemptible with Notice Start Date End Date Weekdays Spots/Week Sand Date Sa	Week: 10/29/12 11/04/12 MTW 3				
Start Date End Date Weekdays Spots/Week Rate S300.00 S4p 35 WISN 10/29/12 10/31/12 KATIE COURIC	M-F 2-3P	:30	NM 3	\$900.00	
Preemptible with Notice Start Date End Date Weekdays Spots/Week S500.00	Start Date End Date Weekdays Spots/We				
Preemptible with Notice Start Date End Date Weekdays Spots/Week S500.00 S10.00 36 WISN 10/29/12 10/31/12 3-4p	3-4p	:30	NM 3	\$1,500.00	
Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate Start Date End Date Weekdays Spots/Week Rate Start Date Start Date End Date Weekdays Spots/Wew Week: 10/29/12 11/04/12 MTW 3				, ,,======	
Start Date End Date MTW Spots/Week S500.00 S500.00 S500.00 S10/29/12 10/31/12 News M-F 5p S-530pm :30 NM 3 \$2,400.00 S2,400.00	37 WISN 10/29/12 10/31/12 DR. OZ	4P-5P	:30	NM 3	\$1,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate \$800.00	Start Date End Date Weekdays Spots/Wee				
Start Date End Date Weekdays Spots/Week \$800.00	· · · · · · · · · · · · · · · · · · ·	5-530pm	:30	NM 3	\$2,400.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week S1,200.00	Start Date End Date Weekdays Spots/We				
Start Date End Date Weekdays MTW 3 \$1,200.00	39 WISN 10/29/12 10/31/12 News M-F 6p	6-630pm	:30	NM 3	\$3,600.00
Preemptible with Notice Start Date End Date Weekdays MTW 2 \$1,400.00	Start Date End Date Weekdays Spots/We				
Start Date End Date 1/04/12 MTW 2 \$1,400.00	_	630p-7pm	:30	NM 2	\$2,800.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate	Start Date End Date Weekdays Spots/We				
Start Date End Date Weekdays Spots/Week Rate \$1,800.00	41 WISN 10/29/12 10/31/12 Late News 10PM	10-1030p	:30	NM 2	\$3,600.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MTW 2 \$1,000.00 43 WISN 10/29/12 10/31/12 Nightline 11p-1130p / 12-12; :30 NM 2 \$1,200.00 Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MTW 2 \$600.00	Start Date End Date Weekdays Spots/We	_			
Preemptible with Notice	42 WISN 10/29/12 10/31/12 Late News 1030PM	1030p-11p	:30	NM 2	\$2,000.00
Preemptible with Notice <u>Start Date</u>	Start Date End Date Weekdays Spots/We				. ,
Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 MTw 2 \$600.00	43 WISN 10/29/12 10/31/12 Nightline	11p-1130p / 12-12	:30	NM 2	\$1,200.00
44 WISN 10/29/12 10/31/12 Jimmy Kimmel 1130-1230a / 11P- :30 NM 2 950 /	Start Date End Date Weekdays Spots/We	ek <u>Rate</u>			,=-00,00
Immediately Preemptible without Notice	•	1130-1230a / 11P	- :30	NM 2	\$50.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revision 966872 /	Alt Order # 06389636
Contract Dates 10/25/12 - 10/31/12	Product OBAMA 4 AMER *SK	Estimate #
Advertiser		iginal Date / Revision
Obama/D/President	Į.	10/24/12 / 10/24/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Type	Spots	Amount
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/29/1211/04/12MTW2	<u>Rate</u> \$25.00				
45 WISN 10/29/12 10/31/12 ET M-F Immediately Preemptible without Notice	1230a-1a	:30	NM	2	\$50.00
Week: 10/29/12 End Date Weekdays Spots/Week 11/04/12 MTW 2	<u>Rate</u> \$25.00				
N 46 WISN 10/30/12 10/31/12 DWTS Results Show Class of Time - Pre-emptible with notice	Tue 7-8p	:30	NM	1	\$6,000.00
Week: 10/29/12 11/04/12 -T 1	<u>Rate</u> \$6,000.00				
		Total	S	84	\$123,125.00

Time Period	# of Spots	Gross Amount	Net Amount		
10/01/12 -10/28/12	20	\$47,145.00	\$40,073.25		
10/29/12 -10/31/12	64	\$75,980.00	\$64,583.00		
Totals	84	\$123,125.00	\$104,656.25		

Signature:	 	 	Date:	

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

- (a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

9. GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b) The Station:	shall exercise normal precautions in handling of	f properly and mail, but assumes no liability for loss or damage to program or con	
meterials and other property termsned by the Ag	icity iii coillection with proadcasts hereinder.	The Station will not accept or process mail, correspondence, or telephone calls	mmercia
connection with broadcasts except after its prior	approval.	The present this not accept of process main, correspondence, of telephone Calls	s art

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment of its ability for breach of its or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

CONTRACT

Contract Agreement Between: WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Greer Margolis Mitchell Burns 1010 Wisconsin Ave, Suite 800 Washington, DC 20007

	Contract / Rev	<u>vision</u>	<u> </u>	Alt Order#	
	966872	/ 2	ļ (06389636	
Product					
OBAMA 4 AMER *SKED A	\				
Contract Dates	Estimate #				
10/25/12 - 10/31/12	2058				
Advertiser		٠	Orio	inal Date	Revision
Obama/D/President			10	0/30/12	/ 10/30/12
	Billing Cycle	Billing	Cale	ndar	Cash/Trade
	EOM/EOC	Broad	cast		Cash
	Station	Accou	nt Ex	ecutive	Sales Office
	WISN	Will Hi	ildebr	randt	HRP -Washingt
	Special Hand	ling			<u>,,</u>
	Demographic				
	Women 25-64	ţ			
	IDB#	Advert	tiser (Code	Product Code
	9912856				
	Agency Ref			Advertiser	Ref

Print Date 10/30/12

Spots/ *Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/29/12 10/29/12 Dancing Prime Other :30 NM \$6,000.00 Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$6,000.00 1 WISN 10/29/12 10/29/12 Mon 9-10p :30 NM \$3,500.00 Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/29/12 11/04/12 \$3,500.00 1 WISN 10/30/12 10/30/12 DanceResults Tue 7-8p :30 NM \$6,000.00 Preemptible with Notice Start Date End Date Spots/Week <u>Weekdays</u> Week: 10/29/12 11/04/12 -1----\$6,000.00 WISN 10/30/12 10/30/12 Private Tue 9-10p :30 NM 1 \$4,000.00 Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 \$4,000.00 -1----1 WISN 10/31/12 10/31/12 Middle/Neighbor Wed 7-8p :30 NM 1 \$4,000,00 Preemptible with Notice Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/29/12 11/04/12 --1----\$4,000.00 WISN 10/31/12 10/31/12 Modern/Suburg Wed 8-9p :30 NM \$8,500.00 Preemptible with Notice Start Date End Date Spots/Week <u>Weekdays</u> Rate Week: 10/29/12 11/04/12 --1----\$8,500.00 WISN 10/31/12 10/31/12 Nashville Wed 9-10p :30 NM \$4,500.00 Preemptible with Notice Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/29/12 11/04/12 --1---\$4,500.00 1 WISN 10/25/12 10/25/12 LastResort Thu 7-8p :30 NM \$2,225.00 Preemptible with Notice Start Date End Date <u>Weekdays</u> Spots/Week <u>Rate</u>

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



Start Date

WISN 10/25/12

Start Date

WISN 10/25/12

11 WISN 10/26/12

12 WISN 10/28/12

Start Date

13 WISN 10/28/12

WISN 10/28/12

Preemptible with Notice

Preemptible with Notice Start Date

Preemptible with Notice Start Date

Preemptible with Notice

Preemptible with Notice Start Date

Preemptible with Notice Start Date

Preemptible with Notice Start Date

See MG 15.4

Week: 10/22/12

Spot Ch

15 WISN 10/25/12

Ch Start Date End Date Description

10/25/12

10/25/12

10/26/12

10/28/12

10/28/12

10/28/12

10/28/12

Weekdays

Greys

Weekdays

Weekdays

2020

Weekdays

AFHV

<u>Weekdays</u>

Once

Weekdays

Weekdays

----1

<u>Weekdays</u>

---TFSS

ParkAve

Late News 10PM

<u>Description</u>

Late News 10PM

Late News 10pm

----1

----1**--**

---1---

Scandal

---1---

---1---

Spots/Week

1

Spots/Week

1

Spots/Week

1

Spots/Week

1

Spots/Week

1

Spots/Week

1

Spots/Week

Spots/Week

3

End Date

10/28/12

End Date

10/28/12

Date Range

2 WISN 10/22/12-10/28/12

4 WISN 10/22/12-10/28/12

Contract / Revision Alt Order # 966872 06389636 1 **Contract Dates** Product Estimate #

10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058

<u>Advertiser</u> Original Date / Revision 10/30/12 / 10/30/12 Obama/D/President

Spots/

Start/End Time Days Length Week Rate Type Spots Amount Rate \$2,225,00 Thu 8-9p :30 NM 1 \$7,500.00 Rate \$7,500.00 Thu 9-10p :30 NM \$4,500.00 Rate \$4,500,00 Fri 9-10p :30 NM 1 \$2,500.00 Rate \$2,500.00 Sun 6-7p :30 NM 1 \$2,500.00 Rate \$2,500.00 Sun 7-8p :30 NM 1 \$4,000.00 Rate \$4,000.00 Sun 9-10p :30 NM \$2,800.00 Rate \$2,800.00 10-1030p :30 NM 3 \$5,400.00 Rate \$1,800.00

Rate

\$1,800.00

Type

NM

\$1,800.00 NM MG for 15.2 10/28 WISN 10/28/12 10/28/12 Late News 10pm 10p-1030p :30 NM 1 \$1,600.00 Preemptible with Notice Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 ----1 \$1,600.00 1 WISN 10/25/12 10/26/12 Jimmy Kimmel 1130-1230a / 11P-1 :30 NM \$25.00 Preemptible with Notice End Date Start Date <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 ---TF--1 \$25.00 18 WISN 10/25/12 10/26/12 ET M-F 1230a-1a :30 NM \$25.00 Preemptible with Notice Start Date Weekdays End Date Spots/Week Rate Week: 10/22/12 10/28/12 ---TF--\$25.00 1 19 WISN 10/27/12 10/27/12 INSIDE THE HUDDLE INSIDE HUD 1035 :30 NM 1 \$125.00 Immediately Preemptible without Notice

Start/End Time

10-1030p

10p-1030p

<u>Weekdays</u>

----ThFSaSi

----St

Length

:30

:30

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order # 966872 / 2 06389636

Contract Dates Product Estimate # 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058

Advertiser Original Date / Revision 10/30/12 / 10/30/12 Obama/D/President

		Spots/			
	Start/End Time	Days Length Week Rate	Type S	Spots	Amount
Week: 10/22/12 10/28/121- Spots/Week	<u>Rate</u> \$125.00				
20 WISN 10/27/12 10/27/12 Entertainment Tonite Weeker	ET Weekend	:30	NM	1	\$20.00
Immediately Preemptible without Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$20.00				
21 WISN 10/28/12 10/28/12 Upfront 1	11-1130p	:30	NM	1	\$125.00
Immediately Preemptible without Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121 1	<u>Rate</u> \$125.00				
22 WISN 10/27/12 10/27/12 BADGER v. MICHIGAN 2	230p-6p	:30	NM	1	\$10,000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$10,000.00				
	S-630pm	:30	NM	0	\$0.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$1,500.00				
	Start/End Time 6-630pm	<u>Weekdays Length Rate</u> Sa :30 \$1,500,00	<u>Type</u> NM		
See MG 32.4	0-030pm	.30 \$1,000,00	14141		
N 24 WISN 10/27/12 10/27/12 BIG 12 SPORTS SAT BADGI6	330-7p, 6-630p	:30	NM	0	\$0.00
Immediately Preemptible without Notice <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/121- 1	Rate \$800.00				
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 BIG 12 SPORTS SAT BADGI	Start/End Time	<u>Weekdays</u> <u>Length</u> <u>Rate</u> Sa :30 \$800.00	<u>Type</u> NM		
See MG 32.4		Jά .30 φυσο.50	/ / / / /		
25 WISN 10/27/12 10/27/12 ABC Prime College Footbal 7	7-1030p	:30	NM	1	\$1,500.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/121- 1	<u>Rate</u> \$1,500.00				
26 WISN 10/29/12 10/31/12 News M-F 5a 5	5-6A	:30	NM	3	\$900.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$300.00				
27 WISN 10/29/12 10/31/12 News M-F 6a 6	5-7A	:30	NM	3	\$2,250.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 3	<u>Rate</u> \$750.00		:		
28 WISN 10/29/12 10/31/12 Good Morning America 7	7-9a	:30	NM	6	\$5,100.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 6	<u>Rate</u> \$850.00				
	130-5a	:30	NM	2	\$80.00
Preemptible with Notice Start Date	<u>Rate</u> \$40.00				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



Contract / Revision Alt Order# 966872 06389636 / 2

Contract Dates Product Estimate # 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058

Advertiser Original Date / Revision Obama/D/President 10/30/12 / 10/30/12

*Line Ch Start [Date End D	ate Description	n	Start/End Time	Days l	Spot ength Wee		TypeS	noto	A 170
30 WISN 10/29/					Days L	:30	ik Itale	NM	90ts	Amount
Preemptible w				3.0 TOUR		.50		INIVI	3	\$1,050.00
<u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$350.00						
31 WISN 10/29/	12 10/31/1	2 The View		10-11am		:30		NM	3	\$2,100.00
Preemptible w <u>Start Date</u> Week: 10/29/12	ith Notice End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$700.00						,
N 32 WISN 10/29/	12 10/31/1	2 ANDERSOI	N COOPER	M-F 11A-12P		:30		NM	3	\$2,900.00
Preemptible w <u>Start Date</u> Week: 10/29/12	End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$200.00					•	42 ,000.00
	<u>e Range</u> 20/12 11/04/	<u>Description</u> 12 ANDERSO		Start/End Time	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
See MG 32		12 ANDERSO	N COOPER	M-F 11A-12P	MTuW	:30	\$ 200.00	NM		
	30/12-10/30/	12 HappyEnd/	Apt23	Tue 8-9p	-Tu	:30	\$2,500.00	NM		
33 WISN 10/29/1	12 10/31/1	2 THE CHEW	1	12P-1P		:30		NM	3	\$900.00
Preemptible w <u>Start Date</u> Week: 10/29/12	ith Notice End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$300.00						
34 WISN 10/29/1	10/31/1	2 General Hos	spital	1-2p		:30		NM	3	\$900.00
Preemptible w <u>Start Date</u> Week: 10/29/12	ith Notice End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$300.00						*******
35 WISN 10/29/1	2 10/31/1	2 KATIE COU	RIC	M-F 2-3P		:30		NM	3	\$900.00
Preemptible wi Start Date Week: 10/29/12	End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$300.00						
36 WISN 10/29/1		2 3-4p		3-4p		:30		NM	3	\$1,500.00
Week: 10/29/12	End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$500.00						
37 WISN 10/29/1		2 DR. OZ		4P-5P		:30		NM	3	\$1,500.00
Week: 10/29/12	End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$500.00						
38 WISN 10/29/1		News M-F 5	p	5-530pm		:30		NM	3	\$2,400.00
Preemptible wi <u>Start Date</u> Week: 10/29/12	th Notice End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$800.00						
39 WISN 10/29/1	2 10/31/12	News M-F 6)	6-630pm		:30		NM	3	\$3,600.00
	th Notice End Date 11/04/12	Weekdays MTW	Spots/Week 3	<u>Rate</u> \$1,200.00						
40 WISN 10/29/1	2 10/31/12	2 Entertainme	nt Tonight	630p-7pm		:30		NM	2	\$2,800.00
	th Notice End Date 11/04/12	Weekdays MTW	Spots/Week 2	<u>Rate</u> \$1,400.00					-	+-,+00.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

10/30/12 / 10/30/12



Contract / Revision Alt Order# 966872 06389636 / 2 Contract Dates Product Estimate # 10/25/12 - 10/31/12 OBAMA 4 AMER *SKED 2058 Advertiser Original Date / Revision

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	TypeS	Spots	Amount
Start Date End Date Weekdays Spots/Week	Rate			*********	
41 WISN 10/29/12 10/31/12 Late News 10PM	10-1030p	:30	NM	2	\$3,600.00
Preemptible with Notice Start Date End Date Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$1,800.00				**,
42 WISN 10/29/12 10/31/12 Late News 1030PM	1030p-11p	:30	NM	2	\$2,000.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$1,000.00			_	Ψ2,000.00
43 WISN 10/29/12 10/31/12 Nightline	11p-1130p / 12-123	:30	NM	2	\$1,200.00
Preemptible with Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$600.00				, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
44 WISN 10/29/12 10/31/12 Jimmy Kimmel	1130-1230a / 11P-	:30	NM	2	\$50.00
Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$25.00			-	Ψ00.00
45 WISN 10/29/12 10/31/12 ET M-F	1230a-1a	:30	NM	2	\$50.00
Immediately Preemptible without Notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 MTW 2	<u>Rate</u> \$25.00			_	Ψ30.00
46 WISN 10/30/12 10/31/12 DWTS Results Show	Tue 7-8p	:30	NM	1	\$6,000.00
Class of Time - Pre-emptible with notice Start Date End Date Weekdays Spots/Week Week: 10/29/12 11/04/12 -T 1	<u>Rate</u> \$6,000.00			•	+ 5,000.00
		Totals		82	\$123,125.00

Obama/D/President

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	18	\$44,845.00	\$38,118.25
10/29/12 -10/31/12	64	\$78,280.00	\$66,538.00
Totals	82	\$123,125.00	\$104,656.25

Signature:		Date:	

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

1. BILLING AND PAYMENTS

(a) Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.

(b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

2. TERMINATION

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- (d) Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

4. PREEMPTIONS

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

5. FIXED RATE PURCHASES

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemptated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the

face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property furnis	shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts excep	t after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be falling to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to he media buying service.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

(For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.